

# BUSINESS MODEL CANVAS

## Key Partners



- Partners
- Suppliers
- Resources you use from partners
- Activities performed by partners

## Key Activities



- Activities required by your value propositions
- Geographies
- Client relationships
- Revenue streams

## Key Resources



- Resources required by your value propositions
- Distribution channels
- Customer relationships
- Revenue streams

## Value Propositions



- What value do you deliver to your customer?
- Customer problems you are helping to solve
- Services offered
- Customer needs you are satisfying

## Characteristics

- Newness
- Performance
- Customisation
- Getting the job done
- Brand / status
- Price / cost reduction
- Risk reduction
- Accessibility
- Convenience / usability

## Customer Relationships



- Expected customer - client relationships
- Which are established?
- How do they fit with the rest of your business model?
- How costly are they?

## Channels



- Which channels are your customer using?
- Which do they want to communicate with you on?
- How best to reach them?
- Which are cost effective?

## Customer Segments



- How many groups do your different types of customers fit into?
- Who are you creating value for?
- Who are your most important customers?

## Cost Structure

- Key costs in your business model
- Most costly key resources
- Most costly key activities



## Revenue Streams

- What do customers most value?
- What are they willing to pay?
- What are they currently paying?
- How are they currently paying?
- How would they like to pay?
- How much does each revenue stream contribute to your overall revenue?

